

# **CSRA REGIONAL PLAN 2035**

## **Stakeholder Involvement Program**

## 1. Overview

The Stakeholder Involvement Program (SIP) is one of the Georgia Department of Community Affairs (DCA) requirements for Regional Plans, along with the Regional Assessment and the Regional Agenda. The SIP's purpose is to ensure that the Plan's Regional Agenda accurately reflects regional values and desires by soliciting participation from a broad group of stakeholders.

Communities within the 13-county, 41-city CSRA region range from large urban centers to small rural cities and towns. The presence of Fort Gordon also contributes to the CSRA's distinct character. Due to the regional nature of the Plan and the diverse needs of the communities which make up the region, it is essential that a variety of outreach efforts are utilized to engage broad-based participation from policymakers, advocacy organizations, citizens, and other stakeholders.

The SIP consists of three sections: Identification of Stakeholders, Participation Techniques and Plan Development Schedule. The Identification of Stakeholders component provides a list of stakeholders who should participate in the development of the Regional Agenda. The Participation Techniques section outlines the approaches that are intended to be used during the process of developing the Regional Agenda. Finally, the Plan Development Schedule serves as a project outline that assigns anticipated dates to each of the major Regional Agenda tasks.

## 2. Identification of Stakeholders

The Central Savannah River Area Regional Commission (CSRA RC) has identified the following parties as essential stakeholders whose input is critical in the regional planning process. Stakeholders represent a variety of disciplines and affiliations, and will be asked to help guide the development of the Regional Agenda as key elements are addressed. Stakeholders are identified based on their role as regional decision-makers, their ability to affect or be affected by the Plan, and/or their potential to serve as resources during the planning process. Stakeholders will likely have unique roles and may be asked to participate in different ways. Following is an initial list of organizations from which stakeholder participation may be solicited:

### Regional Agencies & Organizations

- Augusta Regional Transportation Study
- CSRA Area Agency on Aging
- CSRA Economic Opportunity Authority, Inc.
- CSRA Regional Commission Board of Directors
- CSRA Unified Development Authority
- CSRA Unified Development Council
- Fort Gordon Joint Land Use Committee
- Senior Citizens Council of Greater Augusta and the CSRA

### State & Local Partners

- CSRA's 13 County and 41 Municipal Governments
- Development Authorities, Downtown Development Authorities, and Chambers of Commerce
- Georgia Department of Community Affairs
- Georgia Department of Economic Development
- Georgia Department of Education
- Georgia Department of Transportation

- Georgia Department of Natural Resources
- Georgia Emergency Management Agency
- Georgia Forestry Commission
- Head Start Programs
- Housing Authorities
- Main Street and Better Hometown Programs

### 3. Participation Techniques

This section describes various approaches that may be used during the development of the Regional Agenda. Some are intended to disseminate information to stakeholders, while others will generate stakeholder input to be used in developing Plan elements. As the Regional Agenda process evolves, techniques may be added, abandoned, or modified to achieve optimal participation.

#### Steering Committee

The Executive Committee of the CSRA Regional Commission's Board of Directors will serve as the Steering Committee for the Plan.

#### Technical Advisory Group

The staff of the CSRA RC's Planning Department will provide assistance to the Steering Committee, serving as a Technical Advisory Group.

#### Informational Displays

The CSRA RC will develop information materials for public meetings. Topics may include general planning information, data and maps from the Regional Assessment, details on the planning process, and opportunities for input and comment.

#### Public Meeting(s)

A public meeting (possibly more) will be held to present important information related to the Regional Agenda to stakeholders and the general public. CSRA RC staff will be on hand to review Plan elements and receive input from attendees. The public meeting(s) may take the form of an Open House. Casual in format, this type of event provides a forum for informal discussion and exchange of ideas. Information presented at the Open House may include maps, informational fliers, the draft Regional Assessment, and printed survey forms. Meetings may take different forms depending on various factors, such as whether they are held in the metropolitan area or a rural area.

#### Public Hearing

As mandated by the State Planning Requirements, a public hearing will be held at the end of the planning process to present stakeholders and the general public with the final draft Regional Agenda prior to the document's transmittal to DCA for review and comment.

### Stakeholder Meetings

Meetings with stakeholders will be conducted to gather input on the Regional Agenda, including a focus on performance standards. CSRA RC staff will meet with stakeholders to identify major community issues and discuss opportunities and specific action items for inclusion in the Regional Agenda. The intent is for staff to proactively solicit information and opinions by traveling to each county and meeting with stakeholders on a county-by-county basis. Meetings can include both local government representatives as well as other stakeholders. Some meetings could take place based on topic (i.e. transportation or economic development) rather than geography. Meetings can be scheduled to include plan implementation assessment meetings when applicable (in counties where these assessments will be performed during the coming months).

Stakeholder meetings will include visioning sessions aimed at determining the general direction of the Regional Agenda. Based on background information contained in the Regional Assessment, visioning sessions will be focused on answering the core questions of the Plan: *“Where do we want to be?”* and *“How do we get there?”* In addition to a general vision for the region over the course of the planning horizon, these meetings will assist in formulating specific goals and objectives.

### Interactive Website

The CSRA RC’s website (csrardc.org) will serve as the online information conduit of the Regional Plan. The site will serve as a clearinghouse for public and stakeholder involvement activities and meetings (meeting schedules, announcements, etc.), regional data, and will also offer opportunities for stakeholder input. In addition, an online survey may be made available to the general public and/or targeted stakeholders.

### Media Strategies

CSRA RC staff will work with press outlets to disseminate critical news items. Staff may develop press releases at certain milestones and will publicize public meeting notices periodically throughout the planning process.

### Email Blasts

The CSRA RC maintains a broad database of regional email addresses, including local government elected officials and staff, state and federal agency personnel, non-governmental organization representatives, and others. This method will be used to communicate with stakeholders.

#### 4. Plan Development Schedule

The schedule envisions beginning the process of Regional Agenda Development in August. Initial phases will include developing a regional vision, including a vision statement, development map and a defining narrative. The development of shared regional issues and opportunities will take place toward the end of the year, while work on the implementation program will take place during the first few months of 2013.

Ultimately, this document envisions transmitting the Regional Agenda to DCA in spring 2013, with adoption following by mid-2013.

	June 2012	July 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	June 2013
<b>Procedural - Regional Assessment &amp; Involvement Program</b>													
Transmit to DCA													
DCA Review													
<b>Regional Agenda Development</b>													
Implement Participation Techniques													
<i>Regional Vision</i>													
Vision Statement													
Regional Development Map													
Define Narrative													
<i>Regional Issues &amp; Opportunities</i>													
<i>Implementation Program</i>													
Guiding Principles													
Performance Standards													
Strategies													
Regional Work Program													
<i>Evaluation &amp; Monitoring</i>													
<i>Document Development</i>													
<b>Procedural (Agenda)</b>													
Regional Hearing													
Transmit to DCA													
DCA Review of Agenda													
Adopt Agenda and Notify DCA													